
Appendix Three

TARGET MARKET DESCRIPTIONS

Residential Market Potential

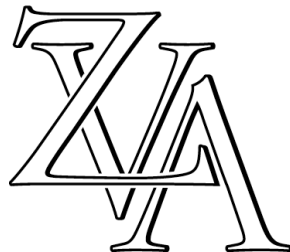
The Downtown Lafayette Study Area

City of Lafayette
Lafayette Parish, Louisiana

May, 2006

On Behalf of the
DOWNTOWN DEVELOPMENT AUTHORITY

Conducted by
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Research & Strategic Analysis

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RIGHTS AND STUDY OWNERSHIP



TARGET MARKET DESCRIPTIONS

The following target market lifestyle and values profiles have been developed by Zimmerman/Volk Associates, Inc., based on United States Bureau of Census data, Claritas' geo-demographic segmentation, and Zimmerman/Volk Associates' lifestyle and housing correlation methodology. The target market lifestyle and values profiles have been devised for use by design, marketing, and merchandising professionals in perfecting the position of new housing within the marketplace.





EMPTY NESTERS & RETIREES

– *Metropolitan Cities* –



THE URBAN ESTABLISHMENT

Configuration: Empty-nest couples; older singles (divorced and widowed).

Average household size—2 persons.

Predominant age range of adults—45 to 64.

Characteristics: Affluent, educated and sophisticated older couples.

Success achieved through intelligence, connections and contacts.

Over two-thirds attended or graduated from college or have advanced degrees.

High-ranking professionals in medicine, law, business and finance; arts and entertainment.

Housing preferences: Exclusive urban neighborhoods.

Elegant mansions, townhouses (the city version) and condominiums (the high-rise version).

Nearly one quarter lease large, luxurious apartments.

Consumption patterns: Chauffeured car; drive a Jaguar.

Investment property.

Undercounter wine cellar.

Watch *Washington Week In Review*.

Read *The Wall Street Journal*.

Icons: Mark Cross appointment book; the blue Tiffany box and the red Cartier box.



“Luxury must be comfortable, otherwise it is not luxury.”

— Coco Chanel



COSMOPOLITAN COUPLES

Configuration: Empty-nest couples; widows and widowers.
Average household size—1 and 2 persons.
Predominant age range of adults—55 and older.

Characteristics: Multi-ethnic neighborhoods, including white, African-American, Latino and Asian residents.
Leisure-intensive lifestyles.
College-educated.
Lawyers, administrators, financial analysts.

Housing preferences: Vibrant urban neighborhoods built before World War II.
High-rises and rowhouses; detached houses on urban lots.
Nearly three-quarters own their homes.

Consumption patterns: Lincoln Town Car.
Play the lottery.
Avid theater-goers.
Watch *People's Court*.
Read *Time*.

Icons: Theater tickets; lottery tickets.



“Join the United States and join the family—
But not much in between unless a college.”

— Robert Frost



MULTI-ETHNIC EMPTY NESTERS

Configuration: Older couples; empty nesters, or with adult children still living at home.
Average household size—2 to 3 persons.
Predominant age range of adults—55 and up.

Characteristics: Middle-class African-American, Latino and Asian households.
Nearly 60 percent graduated high school; another 35 percent have some college education.
More than a quarter are retired; the remainder are still working.
Social services; health care employees; service workers; administrative support.

Housing preferences: Rowhouses; mid- and high-rise apartments in urban neighborhoods.
Mix of long-time residents and newcomers.
Nearly 60 percent own their dwelling units, which they have owned for several years.

Consumption patterns: Acura TL, Toyota Corolla.
Dancing monthly.
Volunteer and community involvement.
Watch *Court TV*.
Read *Prevention*.

Icons: Collection of classic jazz; framed photograph of Martin Luther King.



“Before a group can enter the open society,
it must first close ranks.”

– Stokely Carmichael and
Charles Vernon Hamilton





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



COSMOPOLITAN ELITE

Configuration: Young empty-nesters; older families with college-aged children.

Average household size—2 to 3 persons.

Predominant age range of adults—45 to 64.

Characteristics: Upper-middle- to high-income empty-nesters—leading-edge Baby Boomers.

Established cultural elite of America's smaller cities.

Well educated—more than two-thirds attended or graduated from college,
or received professional degrees.

Prominent lawyers, doctors, professors and executives in local management,
finance, and technical companies.

Housing preferences: Single-family neighborhoods within and outside smaller cities.

Detached houses in wealthy enclaves, often near the country club.

More than 38 percent have moved within the past five years.

Consumption patterns: German SUVs—BMW for her, Mercedes-Benz for him—and the Porsche
Boxster for fun.

Country club board member.

Involvement in civic activities—historic preservation, beautification
programs.

Watch *Great Performances*.

Read *Wine Spectator*.

Icons: Automated home theatre; symphony subscription tickets.



“Once discover comfort, there is no turning back.”

– Mason Cooley



MIDDLE-CLASS MOVE-DOWNS

Configuration: Older married couples, widows/widowers, divorcés/divorcées.

Average household size—2 persons.

Predominant age range of adults—55 plus.

Characteristics: Older couples in the middle of the socio-economic scale.

Some members of this group have already retired.

Most are high school graduates; some attended college.

Middle managers; social service workers; librarians; sales.

Housing preferences: Mid-sized satellite cities.

Moderate-value bungalows and ranches; new townhouses as move-down alternatives.

Nearly three-quarters of these households own their homes.

Consumption patterns: Toyota Camry.

Bird watching.

Adult education courses.

Watch *Golf* network.

Read *AARP The Magazine*

Icons: Audubon membership; upright piano.



“So always look for the silver lining
And try to find the sunny side of life.”

– P.G. Wodehouse





EMPTY NESTERS & RETIREES

– *Metropolitan Suburbs* –



OLD MONEY

Configuration: Empty-nest couples; some with college-aged children.

Average household size—2 to 3 persons.

Predominant age range of adults—50 to 74.

Characteristics: Upper crust, wealthy American families—one in 10 is a multi-millionaire.

Heirs to “old money;” accustomed to privilege and luxury.

Highly educated, with college and graduate degrees.

Judges; medical specialists; chief executive officers.

Housing preferences: Older metropolitan suburban fringe areas.

Estate homes in high-prestige neighborhoods; secluded older estates.

Attached units for resort homes or urban *pieds-à-terre*.

Consumption patterns: A collection of thoroughbred automobiles.

Personal services to cater to their needs.

Theater; classical music.

Sailing; tennis.

World travel; extended visits to Europe.

Watch *Nightly Business Report*.

Read *Architectural Digest*.

Icons: Threadbare Oriental carpets; chipped heirloom Waterford crystal.



“They [the very rich] are different from you and me.”

– F. Scott Fitzgerald



SUBURBAN ESTABLISHMENT

Configuration: Mature empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—50 and older.

Characteristics: Upper-middle-income couples in their peak earning years.
Parents of the trailing-edge Baby Boomers.
More than half attended or graduated from college.
Mostly white-collar managers and professionals, with many years at the same firm.

Housing preferences: Vintage 1960s suburban subdivisions.
Their originally middle-class detached houses have been upgraded over the years to match their growing income and status.
Many still live in the houses they bought new, 30 or 40 years ago; when they move, they downsize to an apartment downtown or a resort condominium.

Consumption patterns: VW Beetle; PT Cruiser; Chrysler 300.
Resort cruises.
Theater and museum attendees.
Listen to jazz.
Read *Consumer Digest*.

Icons: A timeshare condo; Boston Market take-out.



“Just enjoy your ice cream while it’s on your plate.”

– Thornton Wilder



AFFLUENT EMPTY NESTERS

Configuration: Married empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Older established couples, often with two incomes.
Significant financial resources—untapped equity in their homes.
Half attended or graduated from college.
Small-business owners; corporate officers; sales directors.

Housing preferences: Eighty-five percent own their homes.
Detached houses with high property values.
Likely to move to or near downtown when last child has left home.

Consumption patterns: Buick Park Avenue; Cadillac CTS.
An active life of travel, leisure, and entertainment.
All-inclusive European travel packages.
Watch *Charlie Rose*.
Read *Smithsonian*.

Icons: Well-thumbed Italian phrasebook; AAA membership card.



“We made our money the old-fashioned way; we earned it.”

– Variation on Advertisement



MAINSTREAM RETIREES

Configuration: Retired singles and couples.
Average household size—2 persons.
Predominant age range of adults—65 and older.

Characteristics: Middle- to upper-middle-income households.
Prefer to spend their “golden years” around people of all ages.
Nearly half attended or graduated from college.
Country lawyers, doctors, and shopkeepers.

Housing preferences: Small suburban towns.
Cottages; townhouses; condominiums.
High percentage of vacation/weekend homes.

Consumption patterns: Mercury Sable.
Golf; gardening; reading.
Museums of all kinds.
Watch *This Old House*.
Read *House and Garden*.

Icons: Cable TV guide; his ‘n’ her golf clubs.



“And love can come to everyone,
The best things in life are free.”

– Buddy De Sylva



MIDDLE-AMERICAN RETIREES

Configuration: Retired couples and singles.
Average household size—1 to 2 persons.
Predominant age range of adults—55 and older.

Characteristics: Middle-income households with middle-class sensibilities.
Family- and community-oriented.
Most are high school graduates; 10 percent graduated from college.
Former secretaries; accountants; small business owners.

Housing preferences: Older inner-ring suburbs.
Well-kept bungalows, ramblers, colonials.
More than three-quarters own their residences and the mortgage is paid off.

Consumption patterns: Mercury Grand Marquis.
Bowling.
Membership in a fraternal order.
Watch *NBC Today Show*.
Read *Ladies Home Journal*.

Icons: Frank Sinatra records; his 'n' hers bowling balls.



“If I’d known I was going to live this long,
I’d have taken better care of myself.”

– Eubie Blake





EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –



SMALL-TOWN ESTABLISHMENT

Configuration: Empty-nest couples.
Average household size—2 persons.
Predominant age range of adults—50 and older.

Characteristics: The leading citizens of small-town communities.
Nearly half have college or graduate degrees.
Most have annual incomes of \$100,000 or more.
Small-town lawyers, doctors, bankers, chief executives.

Housing preferences: Affluent rural enclaves.
Large single-family houses in the country; second homes in the city.
High-tech homes.

Consumption patterns: Older Cadillac de Ville in showroom condition.
Belong to a country club.
Cross-country skiing.
Watch *HBO*.
Read *Country Living*.

Icons: Investment portfolios; Caribbean cruises.



“The life of the wealthy is one long Sunday.”

– Anton Chekhov



NEW EMPTY NESTERS

Configuration: Empty-nest couples; a small percentage have a youngest child still at home.
Average household size—2 to 3 persons.
Predominant age range of adults—45 to 60.

Characteristics: Middle-aged and upper-middle-class.
Dual-income households.
High disposable income.
Small business owners; local homebuilders.

Housing preferences: Semi-rural small towns fast becoming middle-class suburbs.
The nicest house on the nicest street in town.
A large percentage own timeshares or second homes.

Consumption patterns: Ford Explorer.
Belong to a civic organization.
Dining out.
Watch *Fox News*.
Read *U.S. News and World Report*.

Icons: Travel club; Chamber of commerce membership.



“In the small town each citizen had done something
in his own way to build the community”

– Daniel J. Boorstin



RV RETIREES

Configuration: Older couples.
Average household size—2 persons.
Predominant age range of adults—55 and older.

Characteristics: Empty-nest, middle-income households.
Former policemen, firemen, repairmen, technicians.
High-school grads; a third went to college.
Most are retired or nearing retirement.

Housing preferences: Detached houses in small towns.
Most stay in their homes, but a few choose to retire in resort locations.
More than 20 percent are still living in the same house they bought when they got married.

Consumption patterns: Buick Lucerne.
Easy-listening tapes.
Recreational vehicles; camping equipment.
Watch the *National Geographic Channel*.
Read *Country Home*.

Icons: Winnebago; Wal-Mart



“To travel hopefully is a better thing than to arrive.”

— Robert Louis Stevenson





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Cities* –



FULL-NEST URBANITES

Configuration: Traditional and non-traditional families; multi-generational households.
Average household size—4 to 5 persons.
Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, upper-middle-class.
Many immigrants, second-generation Americans.
Well-educated.
Multi-racial, multi-lingual.
White-collar office and “knowledge” workers; government and arts.

Housing preferences: Single-family, duplexes or apartments in urban neighborhoods.
Relatively settled—more than half have lived in the same dwelling for more than five years.
Just under two-thirds own their homes.

Consumption patterns: Toyota Sienna.
Low-fat food and diet drinks.
Foreign movies.
Watch *Good Morning America*.
Read *People*.

Icons: Kate Spade pocketbook; transit card.



“America, the land of unlimited possibilities.”

– Ludwig Max Goldberger



MULTI-CULTURAL FAMILIES _____

Configuration: Families with several children; single-parent families.

Average household size—5 persons.

Predominant age range of adults—25 to 44.

Characteristics: Middle-income immigrant families.

High-school graduates.

First-generation Americans.

Jobs range from day laborers to management professionals.

Housing preferences: Older urban rowhouse and bungalow neighborhoods.

Half own, half rent their dwelling units.

Dream of moving to larger houses in more affluent neighborhoods.

Consumption patterns: Public transportation.

Bodegas; Czech bakeries; Mexican restaurants; German breweries; Pizzerias.

Foreign-language newspapers.

Watch *Cops*.

Read *Us*.

Icons: Blue Cult jeans; U.S. Savings Bonds.



“America is God’s crucible, the great melting pot where all
the races are melting and reforming.”

– Israel Zangwill





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



UNIBOX TRANSFEREES

Configuration: Families with pre-school and school-aged children.

Average household size—4 persons.

Predominant age range of adults—35 to 50.

Characteristics: Upper-middle-income families; both spouses work.

One-third graduated from college.

On the move; frequent transfers for better jobs, better pay.

Career-oriented middle managers; many are computer literate with home offices.

Housing preferences: Single-family detached houses in brand-new subdivisions just outside satellite cities.

Two-story uniboxes, easy to resell when the next transfer comes.

More than 22 percent move every year.

Consumption patterns: Chevy Suburban.

Cleaning service; laundry service; 12-hour babysitters.

Soccer Moms and Dads.

Watch *Nickolodean*.

Read *Forbes*.

Icons: Blackberries; platinum frequent flyer cards.



“They change their clime, not their disposition.”

– Horace



MULTI-ETHNIC FAMILIES

Configuration: Middle-class families with children.
Average household size—4-plus persons.
Predominant age range of adults—25 to 34.

Characteristics: A large percentage of Spanish-speaking households; many recent immigrants from the Near and Far East.
More than 75 percent finished high school.
A high percentage are in the Armed Forces.
Construction workers; maintenance workers; government employees.

Housing preferences: Low-rise apartments in older neighborhoods; rowhouses; cottages.
More than 35 percent are renters.
Highly mobile: more than half have moved within the last five years.

Consumption patterns: Ford Excursion.
Vibrant street life; sitting on the stoop chatting with the neighbors.
Social clubs.
Watch *All My Children*.
Read *Soap Opera Weekly*.

Icons: Fast-food containers; Home remodeling projects.



“Con pan y vino se anda el camino.
[With bread and wine you can walk your road.]”
– Proverb





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –



THE SOCIAL REGISTER

Configuration: Older families with teen-aged children.
Average household size—4 to 5 persons.
Predominant age range of adults—35 to 54.

Characteristics: Very high-income families.
Pre-empty nesters; professional parents who had their children in their 30s.
Three-quarters are college-educated; more than a quarter with advanced degrees.
Prominent professionals and executives in local business, finance, law, and communications industries.

Housing preferences: Million-dollar homes.
Detached houses in wealthy enclaves, often near the country club.
More than 40 percent have moved within the past five years.

Consumption patterns: Mom (Chevrolet Suburban), Dad (Mercedes-Benz), and the kids (Volkswagon Jetta and a Jeep).
Family membership at the country club.
Involvement in civic activities—historic preservation, beautification programs.
Watch *Antiques Roadshow*.
Read *Bon Appetit*.

Icons: Flat-screen TV in the multi-media room; family membership in English Heritage.



“Wealth is not without its advantages.”

– John Kenneth Galbraith



THE ENTREPRENEURS

Configuration: Traditional families with one or two children.

Average household size—4 persons.

Predominant age range of adults—35 to 54.

Characteristics: Wealthy, dual-income families.

High percentage of home-based businesses.

Well educated—more than 53 percent hold college or graduate degrees.

Business owners, executives and white-collar professionals.

Housing preferences: Detached houses in the suburbs; high-rise condominiums in the city.

More than half have moved within the past five years.

Very high property values.

Consumption patterns: A Lincoln Navigator and a Porsche.

Family-oriented activities.

Color-coded calendar for family members.

Watch *HBO*.

Read *Forbes Small Business*.

Icons: The wireless home office; family scuba gear.



“A creative economy is the fuel of magnificence.”

– Ralph Waldo Emerson



NOUVEAU MONEY

Configuration: Young families with children.
Average household size—5 or more persons.
Predominant age range of adults—25 to 34.

Characteristics: Big spenders with high incomes.
Highly mobile; two-thirds moved within the past five years.
Highly-educated; dot-com millionaires.
Investment analysts; business owners; high-tech careers.

Housing preferences: New-money subdivisions.
McMansions in the suburbs; penthouses in the city.
Second homes in resort areas.

Consumption patterns: Cadillac Escalade for shopping; Hummer H2.
Downhill skiing.
Designer logo clothes.
Watch *The Cartoon Network*.
Read *House & Garden*.

Icons: Tiered-seating home theater; Centurion Black American Express card.



“A sumptuous dwelling the rich man hath.”

– Mary Elizabeth Hewitt



LATE-NEST SUBURBANITES

Configuration: Older families with younger children.
Average household size—4 persons.
Predominant age range of adults—40 to 55.

Characteristics: Middle-aged Baby Boomers who married late.
High percentage of college graduates.
White-collar employment.
Technicians; financial specialists; accountants; engineers.

Housing preferences: Suburban subdivisions outside fast-growing metro areas.
Detached houses—two-story colonials.
More than 80 percent own their homes, but have just started payments on a mortgage.

Consumption patterns: Station wagons and minivans.
Kids' toys.
Family vacations.
Watch *Commander in Chief*.
Read *Business Week*.

Icons: Cell phone family plan; Whole Foods.



“Welcome to the great American two-career family
and pass the aspirin, please.”

– Anastasia Toufexis



FULL-NEST SUBURBANITES

Configuration: Families with two or more children.
 Average household size—4-plus persons.
 Predominant age range of adults—35 to 44; 45 to 54.

Characteristics: Upper-middle-income suburban families.
 Significant numbers of stay-at-home Moms.
 Well educated—more than two-thirds went to college.
 Officers of small corporations; sales managers; communications and technology.

Housing preferences: Upscale suburban subdivisions.
 Nearly two-thirds have moved within the past six years.
 Relatively high property values.

Consumption patterns: Practical family automobiles—mini-vans for carpooling (*e.g.*—Honda Odyssey) and SUVs for show (*e.g.*—Ford Expedition).
 Family-oriented activities.
 Frequent visits to Disney World.
 Watch *Nickelodeon*.
 Read *Parenting*.

Icons: Weber barbecue grill; “My child is an honor student at . . .” bumper stickers.



“Hail wedded love, mysterious law, true source of human offspring.”

– John Milton



BLUE-COLLAR BUTTON-DOWNS

Configuration: Married couples with several children.
Average household size—5+ persons.
Predominant age range of adults—25 to 44.

Characteristics: Ethnically diverse, middle-class households with working-class values.
Multi-generational households.
Most are high-school grads; many also attended two-year colleges or technical schools.
Military families, policemen/firemen, technical or sales workers.

Housing preferences: Older single-family detached houses in post-war subdivisions of “carpenter capes” and ranches.
A significant number live in townhouses, both rental and ownership.
Two-thirds own their homes.

Consumption patterns: American cars, *e.g.*—Ford Focus.
Community-oriented activities.
Do-it-yourself home and auto maintenance.
Watch soap operas.
Read *Reader's Digest*.

Icons: Above-ground swimming pool; backyard gas grill.



“Nice work if you can get it,
And you can get it if you try.”
— Ira Gershwin





TRADITIONAL & NON-TRADITIONAL FAMILIES

– Town & Country/Exurbs –



EX-URBAN ELITE

Configuration: Married couples with children.

Average household size—4 persons.

Predominant age range of adults—35 to 54.

Characteristics: Wealthy families living in private luxury.

Highly-educated; 80 percent went to college.

Former residents of cities or metropolitan suburbs who have “escaped” urban stress.

Executives; professionals; entrepreneurs; freelance consulting businesses.

Housing preferences: “Retreat” locations—the Maine coast; horse farms in Virginia; Taos, New Mexico.

“Estate” homes—custom if new; restored if old.

Among the highest home values in the nation.

Consumption patterns: Saabs, Audis, Volvos.

Country club sports.

The children attend boarding school.

Watch *The Late Show With David Letterman*.

Read *Martha Stewart Living*.

Icons: Ralph Lauren; private stables.



“Far from the madding crowd’s ignoble strife,
 Their sober wishes never learn’d to stray;
 Along the cool sequester’d vale of life
 They kept the noiseless tenor of their way.”

– Thomas Gray



FULL-NEST EXURBANITES

Configuration: Older couples with children.

Average household size—4 persons.

Predominant age range of adults—35 to 44; 45 to 54.

Characteristics: Upper-middle-income families who relocate frequently.

Family- and outdoor-oriented.

Well educated, with college degrees.

Professional and managerial workers, following high-tech companies.

Housing preferences: Rural, upscale boomtowns.

Detached houses in new subdivisions, often on recently-developed farmland.

Close to corporations located along major highway corridors.

Consumption patterns: GMC Yukon.

Camping in state forests; hiking; backpacking; canoeing.

Video cameras, DVDs, flat-screen TVs and TiVo.

Watch *Home Improvement* reruns.

Read *Country Living*.

Icons: Garden tiller; Newcomers Club membership.



“A piece of land not so very large, which would contain a garden,
and near the house a spring of ever-flowing water,
and beyond these a bit of wood.”

– Horace



NEW-TOWN FAMILIES

Configuration: Families with children of all ages.
Average household size—4 persons.
Predominant age range of adults—25 to 44.

Characteristics: Dual-income families.
High-school graduates, half have gone to local universities.
Cost-conscious early adopters.
Local white- and blue-collar occupations.

Housing preferences: New subdivisions, both infill and greenfields.
New ranches, capes, cottages, bungalows, colonials.
Nearly 80 percent own their homes, which are mortgaged to the hilt.

Consumption patterns: Chrysler Town and Country.
Volunteers at schools and sporting clubs.
Little League baseball; children's soccer and football leagues.
Watch *The Disney Channel*.
Read *Woman's World*.

Icons: Home fitness equipment; maxed-out credit cards.



“The root of the state is in the family.”

– Mencius



SMALL-TOWN FAMILIES

Configuration: Married couples, with two or three school-aged children.

Average household size—4-5 persons.

Predominant age range of adults—35 to 44.

Characteristics: Solid middle-class citizens.

High-school graduates.

Raising kids in an old-fashioned way of life.

Blue-collar and farming-related employment.

Housing preferences: Rural middle-class towns.

Farmhouses, of the front-porch variety; ranches, ramblers, and mobile homes.

Predominantly homeowners.

Consumption patterns: Chevy Silverado.

Friday night football at the local high school.

Boats and campers for fishing and hunting.

Watch *Family Channel*.

Read *Family Circle*.

Icons: American flag; bib overalls.



“No Farmers, No Food.”

– Bumper Sticker



BLUE-COLLAR FAMILIES

Configuration: Married couples with school-age children.
Average household size—4 persons.
Predominant age range of adults—35 to 54.

Characteristics: Middle-income, middle-class households.
High-school educated.
“Old-fashioned” outdoor-oriented lifestyles.
Farmers; blue-collar workers, many in the construction industry; machinists.

Housing preferences: Small towns and villages
Modest detached houses or mobile homes; ranch houses.
Over 80 percent own their homes.

Consumption patterns: Chevrolet, Dodge and Ford 4x4 pickup trucks with CD players and gun racks.
Deer hunting; target shooting.
Watch *NASCAR* races.
Read *American Rifleman*.

Icons: Camouflage hunting outfit; professional chain saw.



“When you’re running down our country, man,
You’re walking on the fightin’ side of me.”

– Merle Haggard





YOUNGER SINGLES & COUPLES

– *Metropolitan Cities* –



E-TYPES

Configuration: Mostly singles, some couples, just a few years out of college.

Average household size—1 to 2 persons.

Predominant age range of adults—25 to 44.

Characteristics: High-living, high-energy city-dwellers.

More than 25 percent hold advanced degrees.

Multi-ethnic, with significant numbers of Asians.

E-businesses, information technologies.

Housing preferences: Upscale urban neighborhoods, often near universities.

Half rent; half own urban apartments.

Median home value is second highest in the nation.

Consumption patterns: Convertibles, from Beetle to Mercedes.

Everything on-line.

Frequent movers.

Listen to National Public Radio.

Read *Wired*.

Icons: Bandwidth; IPO red herring.



“In the future, everything will be digital”

– Bill Gates



NEW BOHEMIANS

Configuration: Mostly singles; some couples.

Average household size—1 person.

Predominant age range of adults—25 to 40.

Characteristics: Unconventional, ethnically-diverse, upper-middle-income households.

“Politically correct” college graduates.

The social and political *avant-garde*; one-third are gay.

Executives; students; actors; artists; writers; boutique owners; public-interest advocates.

Housing preferences: In-town and downtown urban neighborhoods.

Three-quarters rent; the rest own flats in brownstones, apartment houses, and converted lofts.

Consumption patterns: Transit cards; Audi A4.

Early adaptors.

Poetry readings and gallery openings.

Watch *Family Guy*.

Read *Vanity Fair*.

Icons: Jean-Michèl Basquiat; state-of the-art haircuts.



“Sacred cows make the tastiest hamburger.”

– Abbie Hoffman



URBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1.5 persons.
Predominant age range of adults—21 to 30.

Characteristics: Well-educated middle- to upper-middle-class households.
One-third are foreign-born.
Ethnically diverse; many are recent immigrants.
Students; junior administrators; entertainment and media occupations.

Housing preferences: Diverse urban neighborhoods.
More than 80 percent are renters.
Lofts, apartments and townhouses.

Consumption patterns: Transit cards; VW Jetta.
Ethnic clubs and restaurants.
Imported food, newspapers, videos and CDs.
Watch *Seinfeld* reruns.
Read *Fitness*.

Icons: Running shoes with business suits; credit cards and green cards.



“¿Qué pasa, dude?”

– Greeting





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



THE VIPS

Configuration: Couples and some singles.
Average household size—2 persons.
Predominant age range of adults—35 to 44.

Characteristics: Dual-income, dual-career couples.
Forty percent have college or post-graduate degrees.
Yesterday: *Twentysomethings*. Tomorrow: *Nouveau Money*.
White-collar professionals: executive vice presidents; department heads; architects and engineers.

Housing preferences: Upper-middle-class neighborhoods in smaller cities.
New single-family detached homes in new subdivisions.
Upscale condos and townhouses in more urban areas.

Consumption patterns: BMW 5 series.
Downtown commuters.
Financial planning services.
Watch *News Hour with Jim Lehrer*.
Read *Boating* magazine.

Icons: Espresso/cappuccino maker; The RAZR phone.



“Power is the great aphrodisiac.”

– Henry Kissinger



TWENTYSOMETHINGS

Configuration: Mostly singles; couples.

Average household size—1 to 2 persons.

Predominant age ranges—20 to 30.

Characteristics: Middle-income singles and couples.

Recent college graduates who have moved to “edge city” areas to start their careers.

Highly athletic, technologically advanced, active nightlife.

Starter positions in info-tech start-ups, public and private service industries.

Housing preferences: Fast-growing satellite cities; small-city suburbs.

Fifty-four percent rent lofts and apartments.

The 46 percent who are owners bought starter houses, townhouses, or condominiums.

Consumption patterns: Old Volvos and BMWs.

Take-out, fast food, and happy hour grazing.

Health clubs and night clubs.

Watch *Comedy Central*.

Read *Shape*.

Icons: txt msg; Craig’s List.



“You can’t always get what you want

But if you try sometimes

You just might find

You get what you need.”

– Mick Jagger and Keith Richard



SMALL-CITY SINGLES

Configuration: Mostly singles and some couples (cohabs), few children.

Average household size—1 to 2 persons.

Predominant age ranges—18 to 30.

Characteristics: Students and college graduates; the highly-educated professionals that teach them.

Highly mobile—two-thirds have moved in the last five years.

Recent grads who've launched start-up companies; sales and white-collar workers.

Housing preferences: College and university towns.

Sixty percent are renters in apartment complexes or houses.

Students often live off-campus.

Consumption patterns: Compact imports such as VW, Toyota.

Alternative music.

ATM card.

Watch *MTV Punk'd*.

Read *Sports Illustrated*.

Icons: Singles bars; Grateful Dead (same as it ever was) CDs or MP3s.



“Youth is wholly experimental.”

– Robert Louis Stevenson





YOUNGER SINGLES & COUPLES

– *Metropolitan Suburbs* –



FAST-TRACK PROFESSIONALS

Configuration: Singles and couples.

Average household size—1 to 2 persons.

Predominant age range of adults—25 to 34.

Characteristics: Upper-middle-income households.

Type-A college grads.

Career- and lifestyle-oriented techies.

Employed by software and IT companies, communications firms, law offices.

Housing preferences: Inner suburbs of large cities; downtowns of small cities.

Upscale condominiums, townhouses, and apartments.

Sixty percent own their residences.

Consumption patterns: BMW 3 series.

High-tech electronics.

Exercise equipment and health clubs.

Watch *Will & Grace*.

Read *GQ*.

Icons: Work week: Burberry; weekends: REI.



“Nothing succeeds like success.”

– Alexandre Dumas, père



UPSCALE SUBURBAN COUPLES

Configuration: Married couples, few children.
Average household size—2.1 persons.
Predominant age range of adults—25 to 44.

Characteristics: Well-educated suburban couples.
Predominantly white and Asian households.
Management, computer, business and financial specialists.

Housing preferences: Close-in suburbs.
Detached residences in small new housing developments, many at cluster densities.
Colonial, Victorian, and Georgian architecture.

Consumption patterns: Chevy TrailBlazer.
DVD movie collection.
Home recycling center.
Watch *ESPN*.
Read *Entertainment Weekly*.

Icons: Labrador Retriever; Plasma TV.



“The home should be the treasure chest of living”

– Le Corbusier



SUBURBAN ACHIEVERS

Configuration: Mostly singles, some couples.
Average household size—1.5 persons.
Predominant age range of adults—21 to 34.

Characteristics: More than 70 percent have moved in the past five years.
Recent college grads.
High-tech employment; entertainment, sports and media jobs.
White-collar workers looking for upward mobility.

Housing preferences: Older suburbs near the big city.
One-third own their homes—soft lofts and townhouses.
Two-thirds are renters living in suburban apartment complexes.

Consumption patterns: Mazda; Hyundai.
Shopping at the malls.
Commute to downtown.
Watch *That '70s Show*.
Read *Rolling Stone*.

Icons: Hooters T-shirt; Sony Vaio.



“What’s up?!?”

– Greeting



NO-NEST SUBURBANITES

Configuration: Mostly married couples, some singles.
Average household size—2 persons.
Predominant age range of adults—30 to 40.

Characteristics: Generation X households.
Half attended or graduated from college.
Predominantly white.
Teachers, hospital workers, white-collar and clerical employment.

Housing preferences: Old and new suburbia.
Townhouses and single-family houses.
Nearly 70 percent own their homes.

Consumption patterns: Nissan Xterra.
Home-delivery meals.
Huge video collection.
Watch *Saturday Night Live*.
Read *Time*.

Icons: Treadmill; Trivial Pursuit.



“You will be safest in the middle.”

– Ovid





YOUNGER SINGLES & COUPLES

– *Town & Country/Exurbs* –



EX-URBAN POWER COUPLES

Configuration: Married couples, no children.
Average household size—2 persons.
Predominant age range of adults—35 to 54.

Characteristics: Well-educated upper-income urban-exile couples.
Urban tastes in a rural environment.
High-powered jobs/laid-back leisure.

Housing preferences: An hour's drive from the closest metro in scenic, formerly rural areas.
Large detached residences in small new housing developments, many at cluster densities.
Home office.

Consumption patterns: Porsche Cayenne.
Caribbean travel.
Chocolate labradors.
Watch *NBC Nightly News*.
Read *The Wall Street Journal* on line.

Icons: Six-burner professional range; e-Trade account.



“Knowledge is power”

— Francis Bacon



CROSS-TRAINING COUPLES

Configuration: Married couples, very few children.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: College-educated; 10 percent with advanced degrees.
Active engagement in outdoor activities.
Engineers; high school teachers; physical therapists.

Housing preferences: New construction in or just outside small towns.
Detached houses and townhouses close to their jobs.
Plenty of storage for their skis, bikes, kayaks.

Consumption patterns: Ford F360 Super Duty XLT truck.
Mountain biking.
Self-help books.
Watch *Discovery Channel*.
Read *Outdoor Life*.

Icons: Carabiners; Gore-Tex XCR pullover.



“Sport is the bloom and glow of a perfect health.”
— Ralph Waldo Emerson



EXURBAN SUBURBANITES

Configuration: Singles and married couples.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: High-school graduates.
Middle-income households.
Employed in manufacturing and construction.

Housing preferences: Exurban towns that are growing rapidly.
Three-quarters own their homes.
Detached houses; duplexes; townhouses.

Consumption patterns: Chevy Equinox.
Fast food.
NASCAR races.
Watch *The Speed Channel*.
Read *Sports Illustrated*.

Icons: Dale Earnhardt; K-Mart.



“A hard-working man and a thrifty woman are the real treasures of any family.”

– Chinese Proverb





EMPTY NESTERS & RETIREES

– *Metropolitan Cities* –



DOWNTOWN RETIREES

Configuration: Singles, mostly widows or widowers.
Average household size—1 person.
Predominant age range of adults—65 and over.

Characteristics: Lower-income households from diverse racial backgrounds.
One-third have some college; one-third are high school graduates; and one-third did not finish high school.
Most are living on fixed incomes, from Social Security and pensions.
Former service workers, clerks and low-level health-care support jobs.

Housing preferences: Long-time residents of in-town neighborhoods.
More than half own their homes.
Owners live in rowhouses and duplexes; renters in apartment buildings.

Consumption patterns: Hyundai Accent.
Trips to casinos.
Churchgoers.
Watch made-for-TV movies
Read *Guideposts*.

Icons: Lottery ticket; family Bible.



“I have been young, and now am old.”

– Psalms 37:25



MULTI-ETHNIC SENIORS

Configuration: Retired singles.
Average household size—1 person.
Predominant age range of adults—60 and over.

Characteristics: Mostly Hispanic and African-American households.
Only 15 percent have some college education, and only a quarter are high-school graduates.
Social Security, pensions and some require public assistance.
Retired from social service, health-care support, and maintenance jobs.

Housing preferences: Long-time residents of down-town neighborhoods.
Most are renters.
Apartments in mid- and high-rise buildings.

Consumption patterns: Travel by transit.
Belong to a fraternal order.
Politically active.
Watch reruns of the Steve Harvey Show.
Read the neighborhood newspaper.

Icons: Collection of old Louis Armstrong records; family photo albums.



“Few, save for the poor, feel for the poor.”

– Letitia Elizabeth Landon





EMPTY NESTERS & RETIREES

– *Small Cities/Satellite Cities* –



BLUE-COLLAR RETIREES

Configuration: Older singles and couples.
Average household size—1.5 persons.
Predominant age range of adults—60 and over.

Characteristics: Modest incomes and modest lifestyles.
A third are high school graduates; a quarter attended college.
Former nurses, retail and restaurant personnel, maintenance workers.
Most live on social security and small pensions.

Housing preferences: Older neighborhoods.
Nearly 70 percent own their homes.
Small detached houses, duplexes or rowhouses.

Consumption patterns: Five-year-old Buick Century.
Belong to the Y.
Active members of the Democratic Party.
Watch *People's Court*.
Read *Mature Fitness* magazine.

Icons: Framed needlepoint samplers; coin collection.



“You will be safest in the middle.”

– Ovid



HOMETOWN RETIREES

Configuration: Retired widows or widowers, some couples.
Average household size—1 or 2 persons.
Predominant age range of adults—70 and over.

Characteristics: Low-income racially-diverse population.
Few attended school beyond high school, and
more than a third dropped out.
Former factory workers, clerks, cashiers.
Most live on social security.

Housing preferences: Long-time residents of older neighborhoods.
Nearly 40 percent are renters.
Older detached houses or rowhouses.

Consumption patterns: 10-year-old Buick Skylark.
Churches, seniors centers, and fraternal organizations.
Book clubs and music clubs.
Watch *CBS Evening News*.
Read *Family Circle*.

Icons: Betty Crocker cookbook; Scrabble.



“If I’d known I was going to live this long,
I’d have taken better care of myself.”

– Eubie Blake



SECOND CITY SENIORS

Configuration: Retired singles.
Average household size—1 person.
Predominant age range of adults—75 and older.

Characteristics: Low-income seniors of all races.
Fixed incomes.
Low high-school graduation rates.
Former blue-collar employment.

Housing preferences: Older neighborhoods of satellite cities
Well-kept garden apartments; seniors towers.
More than 70 percent are renters.

Consumption patterns: Kia Rio.
Belong to a veterans' club.
Play Bingo.
Watch daytime soap operas and game shows.
Read *Soap Opera Digest*.

Icons: 20-year-old toaster oven; single-serving frozen dinners.



“It’s no disgrace t’ be poor, but it might as well be.”

– Frank McKinney Hubbard





EMPTY NESTERS & RETIREES

– *Metropolitan Suburbs* –



SUBURBAN RETIREES

Configuration: Older married couples; some singles.
 Average household size—1.8 persons.
 Predominant age range of adults—60 and over.

Characteristics: Ethnically-mixed lower middle-income households who are
 part of close-knit families.
 Three-quarters are high school graduates; more than a third of those have some
 college education.
 Although officially “retired,” many hold part-time jobs.
 Former service workers, clerks and low-level management jobs.

Housing preferences: Older inner-ring suburbs.
 Modest three-bedroom ranch houses with carports; mobile homes.
 More than 78 percent own their homes.

Consumption patterns: 15-year-old Ford.
 Belong to AARP.
 Flower garden; roses.
 Watch the *Home Shopping Network*.
 Read a daily newspaper.

Icons: Piggybank; bookcase full of family picture albums.



“There is no substitute for hard work.”

– Thomas Alva Edison



SUBURBAN SENIORS

Configuration: Singles.

Average household size—1 person.

Predominant age range of adults—75 and over.

Characteristics: Racially-diverse lower-income widows and widowers.

One-third graduated from high school; another 25 percent went to community colleges.

Fixed incomes; most rely on Social Security.

Former maintenance and health care employment.

Housing preferences: Older inner-ring suburbs.

Predominantly renters.

Mid- and high-rise apartment buildings; rowhouses.

Consumption patterns: Well-maintained Ford Taurus.

Belong to the Elks Club.

Indoor gardening.

Watch *Who Wants To Be a Millionaire?*

Read *Reader's Digest Large Print Edition*.

Icons: Romance novels; stack of mail-order catalogues.



“Power is conferred only on adults. It is denied to youth and seniors.”

– Virginia Satir





EMPTY NESTERS & RETIREES

– Town & Country/Exurbs –



HEARTLAND EMPTY NESTERS

Configuration: Older married couples, a small percentage with adult children living at home.

Average household size—2 persons.

Predominant age range of adults—55 and older.

Characteristics: Working-class households.

More than half were born and raised in the same town; the rest moved from nearby small towns.

High-school graduates.

Well-paid skilled craftsmen; machinists; farmers.

Housing preferences: Small middle-class towns.

New ranch-house developments surrounding old town centers.

Most own their own detached homes, be it two-story, bi-level, ranch, or mobile home.

Consumption patterns: GMC Sierra 2500.

Hunting; fishing; boating; other outdoor activities.

Vegetable gardens.

Watch *NASCAR Winston Cup*.

Read *Field & Stream*.

Icons: “His” and “hers” backpacks and sleeping bags; fly fishing gear.



“His first, best country ever is, at home.”

– Oliver Goldsmith



SMALL-TOWN SENIORS

Configuration: Older couples, some singles.
 Average household size—2 persons.
 Predominant age range of adults—70 and over.

Characteristics: Lower-middle-class households.
 Conservative; usually vote Republican.
 Some have limited mobility or chronic health problems.
 Former blue-collar workers, retired for years; significant percentage served in the military.

Housing preferences: Rural small towns.
 Mobile homes or older wood-framed houses on acre-plus lots.
 Most own their homes, having paid off the mortgage years ago.

Consumption patterns: Older American pick-up trucks and large sedans.
 Veterans' organizations.
 Hunt, fish, and attend tractor pulls.
 Watch *Wheel of Fortune*.
 Read *TV Guide*.

Icons: A recliner; false teeth.



“Do not go gentle into that good night,
 Old age should burn and rave at close of day;
 Rage, rage against the dying of the light.”
 – Dylan Thomas



BACK COUNTRY SENIORS

Configuration: Predominantly white households headed by seniors.

Average household size—1 to 2 persons.

Predominant age range of adults—60 and over.

Characteristics: Aging farmers and small-town retirees.

Few went to college.

Other family members contribute to the household income.

Farm-related occupations.

Housing preferences: Tiny farm communities.

A few own old farmhouses, most need fixing-up.

Most own their '50s ranch houses (ramblers) or mobile homes.

Consumption patterns: Old pick-up trucks.

Hunting and fishing; sewing and canning vegetables.

Playing cards.

Watch the evening news shows.

Read the *Farmers' Almanac*.

Icons: John Deere gimme hats; farmer tans.



“Some folks rail against other folks,
because other folks have what some folks would be glad of.”

– Henry Fielding



RURAL SENIORS

Configuration: Older singles, few couples.
 Average household size—1.3 persons.
 Predominant age range of adults—75 and over.

Characteristics: Many households are below the poverty level.
 Former blue-collar employment.
 More than 60 percent were high school graduates.
 Most have no income other than social security.

Housing preferences: On the outskirts of rural towns.
 Many live in seniors facilities, from independent apartments to nursing homes.
 Because of affordability, mobile homes and small ranch houses predominate.

Consumption patterns: Community bus.
 Bingo, television, craft projects.
 Active in the local churches.
 Watch soap operas, talk shows and game shows.
 Read *Creative Knitting*.

Icons: Cane or walker; hand-embroidered aprons.



“Cast me not off in the time of old age; forsake me not when my strength faileth.”

– Psalms 71:9



STRUGGLING RETIREES

Configuration: Older singles; few couples.
Average household size—1 person.
Predominant age range of adults—65 and over.

Characteristics: Downscale lifestyles.
Former employment in mining and mill work.
High school educations.
Most live on social security, supplemented with small pensions.

Housing preferences: Small manufacturing and mill towns.
Two-thirds own their homes; one-third are renters.
Mobile homes, ranch houses and two-family houses.

Consumption patterns: Rebuilt Oldsmobile.
Fishing, hunting and camping.
Members of veterans' clubs and religious organizations.
Watch *The Price Is Right*.
Read *Quilter's World*.

Icons: TV antennae; plastic lawn chairs in the driveway.



“Use it up, wear it out;
Make it do, or do without.”

– Aphorism





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Cities* –



IN-TOWN FAMILIES

Configuration: Single parents with children.
Average household size—5 persons.
Predominant age range of adults—21-34.

Characteristics: Many recent immigrants.
Half are Hispanic, 30 percent are African-American; the rest multi-cultural.
More than 40 percent did not finish high school.
Manual laborers; maintenance workers; government clerks.

Housing preferences: High-rise and low-rise apartments in older neighborhoods; rowhouses.
Highly mobile: more than half have moved within the last six years.
More than 82 percent are renters.

Consumption patterns: Nissan Sentra.
Vibrant street life; sitting on the stoop chatting with the neighbors.
Social clubs.
Watch *Belleza y poder* telenove.
Read *Estylo*.

Icons: Salsa; Café Cubano.



“Con pan y vino se anda el camino.
[With bread and wine you can walk your road.]”

– Proverb



URBAN PUBLIC HOUSING

Configuration: Single parents with children; multi-generations.

Average household size—5 to 6 persons.

Predominant age range of adults—21-34.

Characteristics: Significant percentage require public assistance to survive.

African-American; Hispanic; immigrant households.

Nearly 60 percent did not finish high school.

High unemployment; those who can find work are employed in
blue-collar or service jobs.

Housing preferences: High-density apartments or rowhouses in inner-city, often
distressed neighborhoods.

More than two-thirds have moved within the past six years.

More than 85 percent are renters.

Consumption patterns: Older American cars.

Gospel music.

Church groups.

Watch *Oprah*.

Read *Jet*.

Icons: DKNY; Destiny's Child CDs.



“Before a group can enter the open society,
it must first close ranks.”

– Stokely Carmichael and
Charles Vernon Hamilton





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Small Cities/Satellite Cities* –



SINGLE PARENT FAMILIES

Configuration: One- and two-parent families with several children.

Average household size—5 to 6 persons.

Predominant age range of adults—18 to 34.

Characteristics: Ethnically diverse, white and Latinos, African-Americans.

A few are college-educated; 28 percent graduated from high school;
nearly 20 percent have only a grade-school education.

Multi-generational households.

Wide range of entry-level jobs, including lower-echelon white-collar
salespeople, clerks, and technicians; military service.

Housing preferences: Downtown neighborhoods of small cities and “second cities.”

Sixty percent rent apartments in rowhouses, small apartment buildings or
mid-rises; the rest own small detached cottages and bungalows.

The majority have recently moved into the neighborhood.

Consumption patterns: Kia Spectra.

Used-furniture shops.

Children’s movies.

Watch *MTV*.

Read *Parenting* magazine.

Icons: Basketball sneakers in all sizes; yard-sale toys.



“It’s no disgrace t’ be poor, but it might as well be.”

– Frank McKinney Hubbard





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Metropolitan Suburbs* –



STRUGGLING SUBURBANITES

Configuration: Young single-parent families, many recently divorced.

Average household size—5 persons.

Predominant age range of adults—20 to 30.

Characteristics: Working class married couples and single parents.

Half graduated from high school and some went to college.

Young, ethnically mixed, and often on the move.

Primary employment in construction, transportation and health care support.

Housing preferences: Inner-ring suburbs of major metropolitan areas.

Sixty percent own, forty percent rent; more than half are recent arrivals.

Small apartment buildings, rowhouses, duplexes and modest single-family houses.

Consumption patterns: Hyundai Accent.

Dog owners.

Attend professional sports games.

Watch *Entertainment Tonight*.

Read *People* magazine.

Icons: RC Cola; Nintendo Game Cube.



“It [tradition] cannot be inherited, and if
you want it you must obtain it by great labor.”

– T.S. Eliot





TRADITIONAL & NON-TRADITIONAL FAMILIES

– *Town & Country/Exurbs* –



KIDS 'R' US

Configuration: Large families with several young children.
Average household size—5-plus persons.
Predominant age range of adults—20 to 30.

Characteristics: Early child-rearing families concerned with cost and convenience.
High proportion of military personnel.
High-school graduates with conservative values.
Construction, transportation and manufacturing jobs.

Housing preferences: Former exurban towns/now bedroom suburbs.
Older brick houses and double-wides; base housing.
Two-thirds own their homes.

Consumption patterns: Pontiac Montana minivan.
Maternity clothes.
Bargain shopping at Kmart, Sears and Wal-Mart.
Watch *Wonderful World of Disney*.
Read *Baby Talk*.

Icons: Disposable diapers; garage sales.



“There’s always room for one more.”

– Saying



RUSTIC FAMILIES

Configuration: Married couples with children of all ages.
Average household size—4 persons.
Predominant age range of adults—25 to 34; under 24.

Characteristics: Lower-income families.
High school educated.
Respectful children, well-tended gardens, a few cattle for extra money.
Farmers; blue-collar workers, many in the lumber industry; military recruits.

Housing preferences: Rural crossroads villages.
Modest detached houses or mobile homes; ranch houses on small lots.
Just under 80 percent own their homes.

Consumption patterns: Chevrolet, Dodge and Ford 4x4 pickup trucks with CD players
and gun racks.
Deer hunting; target shooting.
Woodworking; auto repair; country music; needlepoint.
Watch *Family Feud*.
Read *Guns & Ammo*.

Icons: Camouflage hunting outfit; double-barreled 12-gauge shotgun.



“When you’re running down our country, man,
You’re walking on the fightin’ side of me.”

– Merle Haggard



RURAL PUBLIC HOUSING

Configuration: Very young married couples and single parents with children.

Average household size—5-plus persons.

Predominant age range of adults—18 to 25.

Characteristics: Significant number of families below the poverty level.

Grade school graduates; 50 percent are high-school drop-outs.

Constant worry over lay-offs.

Farming, logging and mining jobs.

Housing preferences: Small, isolated rural settlements.

Older clapboard houses that require constant upkeep, and mobile homes.

Houses are a quarter-mile apart.

Consumption patterns: Ford and Chevrolet pick-up trucks.

Fishing, hunting and camping for entertainment.

Shop at Dollar stores.

Watch *America's Most Wanted*.

Read *4-Wheel and Off-Road*.

Icons: Lunch boxes; NASCAR tee-shirts.



“When a great many people are unable to find work,
unemployment results.”

– Calvin Coolidge





YOUNGER SINGLES & COUPLES

– *Small Cities/Satellite Cities* –



BLUE-COLLAR SINGLES

Configuration: Singles and unmarried singles with kids.
Average household size—1.3 persons.
Predominant age range of adults—18 to 30.

Characteristics: Ethnically- and racially-diverse.
A third attended college, a third graduated high school, and a third dropped out of high school.
Transient lifestyles.
Lower-income blue-collar jobs.

Housing preferences: Working-class neighborhoods in small cities.
Older duplexes, rowhouses, and apartments in mid-rise buildings.
Two-thirds have moved in the past five years.

Consumption patterns: Nissan Frontier pick-up truck.
Pool halls and bowling alleys.
Sparsely-furnished homes.
Watch *WWF*.
Read *Muscle & Fitness*.

Icons: Kid Rock; “wife-beater” shirts.



“To travel hopefully is a better thing than to arrive.”

— Robert Louis Stevenson



SOUL CITY SINGLES

Configuration: Young singles, a few couples.
Average household size—1 person.
Predominant age range of adults—18 to 25.

Characteristics: Ethnically-diverse households.
Three-quarters have college or high school educations;
a quarter are still in school.
Alternative lifestyles: hippies, political leftists, community activists.
Low-paying jobs as waiters or waitresses, bartenders, factory workers on the
night shift, sales clerks in small neighborhood stores.

Housing preferences: Downtown neighborhoods of small cities – the “poor man’s Bohemia.”
Mid- and high-rise apartments near universities.
Eighty percent are new to the neighborhood.

Consumption patterns: Few own cars.
Hip-hop and thrash.
Singles bars; jazz clubs; museums and galleries.
Watch *Mad TV*.
Read alternative weeklies.

Icons: Vintage Pumas; graffiti tags.



“Man, if you gotta ask you’ll never know.”

– Louis Armstrong





YOUNGER SINGLES & COUPLES

– *Metropolitan Suburbs* –



SUBURBAN STRIVERS

Configuration: Ethnically-mixed married couples; singles.

Average household size—1 and 2 persons.

Predominant age range of adults—18 to 34.

Characteristics: Multi-lingual, multi-ethnic households in the heart of suburbia.

High-school and college graduates.

First- and second-generation immigrants; young people in transition.

Blue- and white-collar workers looking for upward mobility.

Housing preferences: Older suburbs within commuting distance of the big city.

Just over 20 percent own their homes—starter single-family, townhouses, or condominiums.

The rest are renters in suburban apartment complexes.

Consumption patterns: Used Saturns.

Shopping at the malls.

Commute to downtown.

Watch *Jerry Springer Show*.

Read *Time*.

Icons: Internet dating; ESL classes.



“In America, getting on in the world means getting
out of the world we have known before.”

– Ellery Sedgwick





YOUNGER SINGLES & COUPLES

– Town & Country/Exurbs –



COUNTRY COUPLES

Configuration: Married couples.
Average household size—2 persons.
Predominant age range of adults—25 to 44.

Characteristics: Lower-middle-class rural couples.
High-school graduates.
Comfortable rural lifestyle.
Job base includes forestry, fishing, ranching, mining and agriculture.

Housing preferences: The American heartland; isolated farms and villages.
Brick homes on several acres, with barns and grain silos.
Mobile homes for the 20 percent who rent.

Consumption patterns: New Caterpillar tractor.
Hunting, fishing for him; crafts and needlework for her.
Country music.
Watch Country Music Television.
Read *Farm & Ranch Living*.

Icons: Antlers from a 12-point buck; worn Levis.



“Ah too fortunate farmers, if they knew their own good fortune!”

– Virgil



RURAL SINGLES

Configuration: Mostly singles.

Average household size—1 person.

Predominant age range of adults—18 to 25.

Characteristics: Lower-income small-town singles.

High-school graduates, who move frequently.

Fast-paced lifestyle.

Construction workers, waiters and waitresses, medical assistants.

Housing preferences: Exurban towns.

Small garden apartments and townhouses.

More than 45 percent have bought their first house.

Consumption patterns: Harley-Davidson Sportster 1200.

Pick-up basketball.

7-11s.

Watch *Days of Our Lives*.

Read *Easyriders* magazine.

Icons: Marlon Brando; white tee-shirts.



“Every man loves what he is good at.”

– Thomas Shadwell



RURAL STRIVERS

Configuration: Married couples; a few singles.
Average household size—2 persons.
Predominant age range of adults—35 to 44.

Characteristics: Lower-middle-income blue-collar couples.
High-school graduates; few went on to college.
Self-reliant and cautious.
A variety of blue-collar occupations, none high-paying.

Housing preferences: Small towns and villages.
Mobile homes; small ramblers and cottages.
Most live within 50 miles of where they were born.

Consumption patterns: Dodge Ram pick-up truck.
Three freezers and two refrigerators stocked with venison and homegrown vegetables.
Handguns.
Watch Great American Country TV.
Read *Deer & Deer Hunting Magazine*.

Icons: Bass Pro shop; Stihl chain saw.



“There is a passion for hunting something
deeply implanted in the human breast.”

– Charles Dickens



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